

How Much
INVOLVEMENT
Will \$1 Million
Buy Me

?

2. IBM

2. IBM

Advertisers are demanding more individual-specific and **involvement-based** measurements.

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2/3rds of the ad experts polled expect 20% of advertising revenue to **shift from impression-based to impact-based** formats within 3 years.

3.

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How Many
IMPRESSIONS
They Could Get
For \$1M

?

\$20 CPM

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\$1M = 50M Impressions

“They still don’t get it, do they?”

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“Broadband isn’t about building reach.”

“They still don’t get it, do they?”

“Broadband isn’t about building reach.”

“Broadband is about building relationships.”

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“Broadcast is about **how many** saw the advertising.”

“Broadband is about **how much time** they spend with the advertising.”

“They still don’t get it, do they?”

“Broadband isn’t about building reach.”

“Broadband is about building relationships.”

“Broadcast is about **how many** saw the advertising.”

“Broadband is about **how much time** they spend with the advertising.”

“Relationships, after all, are **built on time spent.**”

“Need proof? Go ask your spouse.”

How Many
IMPRESSIONS
They Could Get
For \$1M

?

How Much
INVOLVEMENT
They Could Get
For \$1M

?

“Abso...f.....lutely.”

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A Publisher's Story

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A Publisher's Story

The End Of Advertising
As We Know It

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A Publisher's Story

The End Of Advertising
As We Know It

And The Start Of
Something Much Better

Commercial Run:

6 days

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Commercial Length: 2 minutes & 20 seconds

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User Initiated:	Non-intrusive

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Or, in other words, 47 hours worth.

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Over 6 days:	1,542 unique streams
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169,620 seconds of time spent with the brand.	
Or, in other words, 47 hours worth.	
Cost to the Advertiser:	\$3,000

How Much Would
To Get 47 Hours
With A Brand



It Normally Cost
Worth of Time Spent

ME: “Can’t tell you. What we get paid for are the number of impressions delivered. How much time the viewer spends with the commercial has never really mattered.”

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HIM: **“But that’s like saying all impressions are created equal. Let’s say you run a :30 spot. Isn’t a :25 impression more valuable than a :05 impression?”**

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HIM: **“But that’s like saying all impressions are created equal. Let’s say you run a :30 spot. Isn’t a :25 impression more valuable than a :05 impression?”**

ME: “Well, obviously. But in the intrusive methods deployed in broadcast, and now being adopted by broadband, there is really no way of quantifying whether viewers are actually “involved” or not.”

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HIM: **“But that’s like saying all impressions are created equal. Let’s say you run a :30 spot. Isn’t a :25 impression more valuable than a :05 impression?”**

ME: “Well, obviously. But in the intrusive methods deployed in broadcast, and now being adopted by broadband, there is really no way of quantifying whether viewers are actually “involved” or not.”

HIM: **“So say you allow the user to initiate the interaction with the commercial. Then won’t you know exactly when they started and when they stopped watching? In other words, how long they’re involved?”**

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By allowing the viewers to opt-in to the commercial, he was able to monitor the **viewer's intent**, not just the advertiser's intent.

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When viewer's opted-out, on average after watching 78% of the spot, he had an accurate measure of **time spent with the brand**. This was good. But I didn't want to let him know it was good.

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ME: "C'mon, you *really* think people will find this information valuable?"

“Abso...f.....lutely.”

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The more time
a viewer spends
with one brand



the less time they
have to spend with
a competitor's brand.

Time

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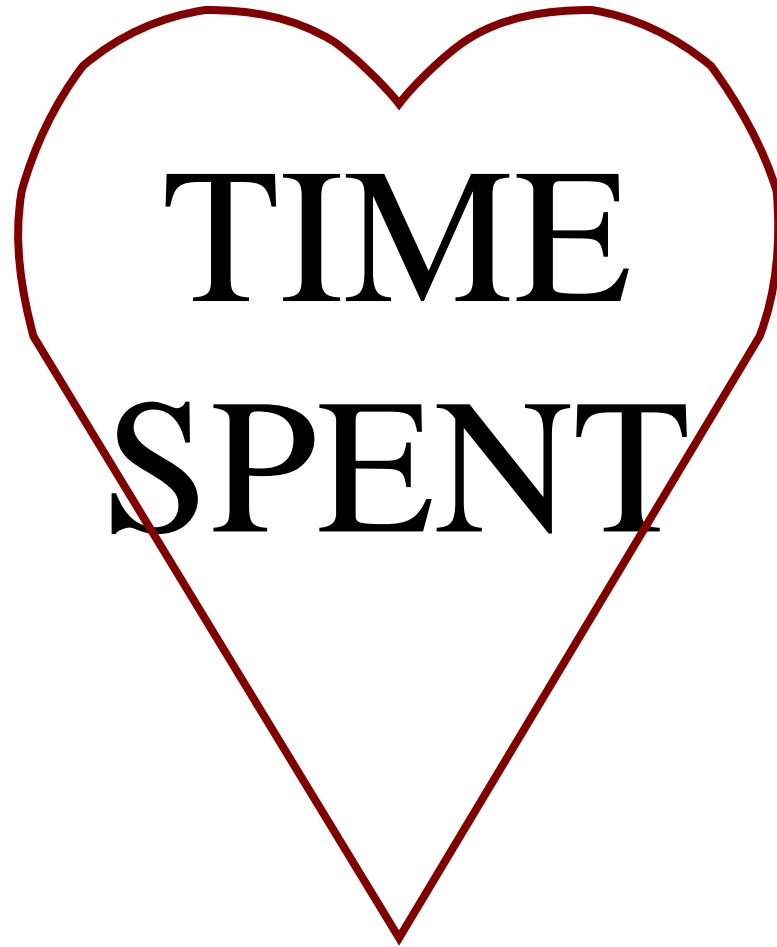
Spent

Time

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Spent
offers a measurable
and competitive
marketing advantage.

~~CEM~~



CPM + TIME
SPENT

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Paid to deliver
eyeballs to the
message

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Paid to create
involvement in
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Impressions

CPM

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CPM



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Involvement

Time Spent



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Show how online is
about **relationships** rather
than reach.

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While awareness is created
offline, **Advocates** are
created online.

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Return

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Investment

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Involvement

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A Way
In Which We Can
Monetize The Transition From
Impression-Based Marketing Models
To Involvement-Based Marketing Models.

A Way
In Which We Can
Monetize The Transition From
Impression-Based Marketing Models
To Involvement-Based Marketing Models.

Without Anybody Getting Hurt.

How Much
INVOLVEMENT
Will \$1 Million
Buy Me

?

If \$3,000 earned the advertiser 47 hours
of time spent with the brand...

If \$3,000 earned the advertiser 47 hours of time spent with the brand...

...then \$1 million would deliver 15,666 hours of time spent with the brand.

652 Days

Gregory Wilson
415.905.0392
greg@redballtiger.com

Thanks
For The
Time Spent

Gregory Wilson

415.905.0392

greg@redballtiger.com



Broker Involvement Between
Advertisers, Agencies and Publishers.